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Gordon Square Arts District Fact Sheet

The Gordon Square Arts District (GSAD) is a national model of how the arts can be used as a catalyst for economic development. It is a unique collaboration of three nonprofits — Cleveland Public Theatre, the Detroit Shoreway Community Development Organization and Near West Theatre — in a \$30 million capital campaign to revitalize Cleveland's West Side.

GSAD is believed to be the first effort in which nonprofit organizations have collaborated in a single capital campaign to build and renovate arts venues as a tool for economic development.

The term *Gordon Square Arts District* also describes the area along Detroit and Lake avenues from West 54th Street to West 78th Street, a new arts and entertainment destination in the heart of the Detroit Shoreway neighborhood.

Economic impact

- The Gordon Square Arts District is a \$30 million project that will leverage more than a half billion dollars of real estate and economic development activity in the Detroit Shoreway neighborhood.
- Since 2006, 33 new businesses — including restaurants, shops, galleries and studios — have opened in the district. More are planning to open.
- Gordon Square Arts District construction activity will create 2,054 jobs and a total economic output of \$258 million in Cuyahoga County from 2008 through 2010, according to an economic impact study by Team NEO. That investment will create a minimum of 369 permanent jobs and stimulate increased job opportunity for years to come.

Projects

The five capital projects in the Gordon Square Arts District are:

- Streetscape improvements along Detroit Avenue, from West 58th Street to West 73rd Street. In the core of the district, from West 61st Street to West 69th Street, sidewalks have been widened to encourage pedestrian traffic and outdoor dining. Utility wires have been concealed underground, and specially designed benches, bus shelters and pavers are being installed, along with trees, bike racks and new light fixtures (Ribbon-cutting September 26, 2009).
- Renovation of the Capitol Theatre, a 1920s neighborhood movie palace, into an all-digital, three-screen cinema that will feature art and independent films as well as quality mainstream movies (Grand reopening October 2, 2009).
- Construction of a new performance center for Near West Theatre, a community theatre now in its 32nd year.
- Renovation of Cleveland Public Theatre, including Cleveland's oldest standing theatre building.
- Surface parking for residents and visitors.

The three theatres will be within a two-minute walk of one another.

All Gordon Square Arts District construction projects will meet LEED certification standards, supporting green construction. All new parking lots will have environmentally friendly permeable pavers or solar-powered signage.

See reverse side

Who's who

- Councilman Matt Zone — Ward 17, City of Cleveland.

Honorary chairmen of the Gordon Square Arts District campaign:

- Richard W. and Patricia R. Pogue. Richard (Dick) Pogue is a senior advisor at Jones Day.
- Albert B. and Audrey G Ratner. Albert Ratner is co-chairman of the board of Forest City Enterprises Inc.
- Tom C. and Sandra S. Sullivan. Tom Sullivan is chairman emeritus of RPM International Inc.

Board chairman, Gordon Square Arts District LLC:

- Lawrence N. (Larry) Schultz. Schultz is a partner at Calfee, Halter & Griswold LLP.

Fundraising chairman, Gordon Square Arts District LLC:

- David Doll, Doll/Hardy Wealth Management Group, a UBS Partnership.

Executive directors:

- Joy Roller, executive director, Gordon Square Arts District LLC.
- Raymond Bobgan, executive artistic director, Cleveland Public Theatre.
- Stephanie Morrison-Hrbek, executive director, Near West Theatre.
- Jeff Ramsey, executive director, Detroit Shoreway Community Development Organization, owner of the Capitol Theatre.